

WINE TOURISM, TERRITORY AND PERIPHERY
A Case Study of Vale dos Vinhedos (RS, Brazil.)

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Based on research on the consequences of tourism, this article analyzes the community around Vale dos Vinhedos, an important tourist destination of the state of Rio Grande do Sul, Brazil. The region comprises three cities (Bento Gonçalves, Garibaldi and Monte Belo do Sul) where wine tourism was developed and trips are motivated not only by wine but the production as a whole. Basic data was compiled from interviews to tourists and the local population of the area in order to verify their perceptions about the development model at Vale dos Vinhedos and its land use. The findings show the construction of peripheries which are places that grow in an anarchic way and the lack of government attention.

KEY WORDS: *wine tourism, Vale dos Vinhedos, periphery, territory*